

Message Text

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PAGE 01 JAKART 08464 160942Z

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ACTION EB-11

INFO OCT-01 EA-11 ADP-00 AID-20 CIAE-00 COME-00 FRB-02

INR-10 NSAE-00 RSC-01 TRSE-00 XMB-07 OPIC-12 CIEP-02

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FM AMEMBASSY JAKARTA

TO SECSTATE WASHDC 7875

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E.O. 11652: N/A

TAGS: BEXP, ID

SUBJ: FY 1974 COMMERCIAL OBJECTIVES

REF: STATE 128397

ACTION PROGRAM PINPOINTING KEY SPECIFIC OBJECTIVES
FOLLOWS. EMBASSY WISHES STRESS THAT, AS PER PARA 3 REFTEL,
PROGRAM IS NOT INCLUSIVE AND WE EXPECT TO UNDERTAKE MANY
ACTIVITIES AND PURSUE OBJECTIVES IN ADDITION TO THOSE
LISTED.

OBJECTIVE ONE: INCREASE IMPORTS FROM U.S. OF
MACHINERY, ESPECIALLY CONSTRUCTION AND TRANSPORTATION
EQUIPMENT, AGRICULTURAL MACHINERY, ELECTRIC POWER EQUIP-
MENT, PUMPS, TEXTILE MACHINERY AND HEATING AND COOLING
EQUIPMENT. ACTION ONE: PROVIDE SUPPORT FOR U.S. COM-
MERCIAL EXHIBITION OF CONSTRUCTION EQUIPMENT, AGRICULTUR-
AL MACHINERY AND BUILDING MATERIALS TENTATIVELY
SCHEDULED FOR JAKARTA MARCH 1974. ACTION TWO: WORK WITH
GOI OFFICIALS FOR RATIONALIZATION OF TARIFFS ON MACHINERY.
ACTION THREE: EXPAND AND IMPROVE LISTS OF MACHINERY IM-
PORTERS AND AGENTS OF U.S. FIRMS.

OBJECTIVE TWO: INCREASE U.S. PARTICIPATION IN MAJOR
PROJECTS IN INDONESIA. ACTION ONE: CONTINUE TO GIVE
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PAGE 02 JAKART 08464 160942Z

HIGHEST PRIORITY TO REPORTING MAJOR PROJECTS, BOTH TO

WASHINGTON AND TO LOCAL REPRESENTATIVES OF U.S. FIRMS.
ACTION TWO: WORK WITH GOI AND INTERNATIONAL AGENCY REPRESENTATIVES TO ENSURE FAIR PARTICIPATION BY U.S. IN TENDERS FOR WORLD BANK AND OTHER INTERNATIONALLY FUNDED PROJECTS.

OBJECTIVE THREE: CONTINUE TO ENCOURAGE SOUND U.S. INVESTMENT IN INDONESIA. ACTION ONE: WORK CLOSELY WITH NEW CAPITAL INVESTMENT COORDINATING BOARD FOR SIMPLIFICATION OF INVESTMENT PROCEDURES. ACTION TWO: CONTINUE TO REPORT INVESTMENT LEADS BY ALL AVAILABLE MEANS, INCLUDING NEW "GROWTH SECTORS" SUPPLEMENT TO ECONOMIC TRENDS REPORT, IN COUNSELING BUSINESS VISITORS, ETC.

OBJECTIVE FOUR: CONTINUE TO SUPPORT COMMERCIAL EXHIBITIONS AND TECHNICAL SEMINARS HELD AT U.S. REGIONAL TRADE DEVELOPMENT CENTER, SINGAPORE. ACTION ONE: SEND INVITATION LETTERS AND PUBLICITY FLYERS ABOUT CENTER EVENTS TO KEY BUYERS IN INDONESIA. ACTION TWO: WORK WITH USIS JAKARTA TO ACHIEVE MAXIMUM INDONESIA PRESS COVERAGE OF SINGAPORE CENTER EVENTS. ACTION THREE: CALL PERSONALLY ON KEY PROSPECTIVE GOVERNMENT AND BUSINESS BUYERS OF EQUIPMENT AND PRODUCTS EXHIBITED AT CENTER. ACTION FOUR: AS APPROPRIATE, ASSIST U.S. EXHIBITORS IN SINGAPORE EXHIBITIONS TO ESTABLISH REPRESENTATION IN INDONESIA.

RESOURCE REALLOCATION: ACTION ONE: CONTINUE TO SYSTEMATIZE AND AUTOMATE ROUTINE COMMERCIAL SERVICES, INCLUDING FULL OPERATION OF ADDRESSOGRAPH MAILING SYSTEM FOR U.S. FIRMS AND OTHERS. ACTION TWO: EXPAND CONTRACTING OF COMMERCIAL SERVICES, ESPECIALLY PREPARATION OF LISTS OF FIRMS AND, IF FEASIBLE, OF A COMMERCIAL NEWSLETTER.
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